

Global Gazette

The latest news, updates, and announcements

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Ownership Transition

On January 1, 2026, Felix Villa II officially assumed full ownership of Global Brand and Export Development. This milestone reflects the culmination of a thoughtful, multi-year transition and ensures stability, continuity, and confidence for our partners.

Felix joined Global shortly after its founding in 2012 and has led the Export division from a few Caribbean markets into operations spanning more than 60 countries. His 25+ years of experience in the industry, including leadership roles at Jewel Osco, KeHE, and other brokerage organizations, provide a strong foundation for Global’s continued growth.

Importantly, this transition does not change how Global operates day to day. Our leadership team, partner relationships, and strategic priorities remain consistent, allowing us to continue delivering the same level of service, collaboration, and results our partners expect. With this transition complete, Global is well positioned to build on its strong foundation while continuing to invest in long-term partnerships, talent, and innovation.



Words to Carry Forward

*Coming together is a beginning.
 Keeping together is progress.
 Working together is success.
 — Henry Ford*



New Brand Partnership: Las Sevillanas



Global is proud to welcome Las Sevillanas to our growing portfolio. Founded in the early 1960s by the Medellín Martínez family, Las Sevillanas has built a long-standing reputation in Mexico for quality, consistency, and authentic flavor, and is now expanding its presence in the U.S. market.



Our initial focus centers on Las Sevillanas' Ready-to-Eat Hispanic dishes, including Barbacoa, Chorizo, Chicharrón en Salsa Verde, and Machaca. These heat-and-serve offerings are made with real meat, contain no preservatives, and are designed to deliver high-quality, convenient meals in just 90 seconds. The brand also offers Dulce de Leche products in both squeeze and spoonable formats, well suited for breakfast and dessert applications.

Several items already have distribution at Walmart and within the ethnic channel, and the broader portfolio has generated strong interest from retailers, including Albertsons, following recent presentations and international trade exposure. With established brand equity, proven retail performance, and quarterly promotional support in place, Las Sevillanas is well positioned for continued expansion alongside strategic partners.

Trade Shows & Industry Presence

PLMA Trade Show – November 2025

Our team had a great time connecting with domestic and international partners at the Annual Private Label Trade Show. We explored the latest private label innovations and collaborated with key brands, including Mantova and Waforia Milhans Gida, to support both export and domestic business.



Winter Fancy Food Show – January 2026

We kicked off 2026 at the Winter Fancy Food Show in San Diego, exploring trends like SenseMaxxing, Trend of the Year, celebrating multisensory experiences in flavor, texture, aroma, and presentation. Jeff Niedholdt and Felix Villa reconnected with long-standing partners, met new brands, and gained insight into emerging specialty food trends.



KeHE Summer Show 2026 – Looking Ahead

Several of our partner brands are featured in KeHE’s 2026 Summer Show catalog, including La Pref (pg. 180), Otto Nuts (pg. 226), Ricky Joy (pg. 241), Roussas (pg. 59), and Klass (pg. 178). Our team will attend the show the first week of February, continuing to support brand growth, visibility, and partnership opportunities. *Check out the map below to see where you can find us!*



SHOW FLOOR MAP

Global Brands Aisle

International Trade Imports LLC Booth 329
(Ricky Joy & Plus)



Corfu Tasty Gyros Inc Booth 328
(Akropolis Arosis Palirria Roussas)



La Preferida Booth 327



Palacio & Sons Booth 326
(Charra & Si Señor)



Klass Time LTD Booth 1656
(Klass & Vida)



Milhans Food Booth 1644
(Otto Nuts & Waforia)



PepsiCo Quaker Booth 1400
(Games & Quaker)



Community & CSR Highlights



We ♥ our Volunteers

As the year came to a close, Global focused on supporting our communities through both hands-on engagement and targeted giving. During the holiday season, our team volunteered with the Outreach House in November, alongside a monetary donation to support their community programs. In December, we continued this work with a volunteer event and team food drive at the West Suburban Community Pantry, donating over **100 pounds of food** to help meet increased seasonal needs for local families.

In addition to volunteer efforts, Global directed support to organizations addressing access to essential resources. In November, we made a sponsorship donation to Chicago Jesuit Academy to support families impacted by the temporary SNAP pause. In January, Global contributed to the Illinois Coalition for Immigrant and Refugee Rights and the National Immigrant Justice Center, organizations that provide critical legal support and services to individuals and families navigating complex circumstances. These contributions are nonpartisan and reflect Global's commitment to people, integrity, and respect, and our belief that violence of any kind has no place in our communities.

We're also proud to share that Global's scholarship program is now open and accepting applications. This program awards two 2,500 dollar scholarships to students who exemplify our values of people, innovation, and responsibility in the pursuit of their education. By investing in education and opportunity, we aim to create lasting impact beyond our immediate industry.

2026-27 SCHOLARSHIP APPLICATION
SUBMISSION DEADLINE: April 20th, 2026

APPLY NOW

Brand Spotlight: Brittle-Brittle



Brittle-Brittle continues to make exciting progress! Recently featured in RangeMe's Top 50 Brands. This treat is driving engagement with retailers. With their upcoming launch in Sprouts stores in February, Brittle-Brittle is expanding its reach to new audiences.

These achievements highlight the ongoing impact of our partnership—supporting product placement, market expansion, and visibility for a brand that blends heritage craftsmanship with modern consumer appeal. This growth is an example of how we strive to help our partners strengthen their presence and build lasting connections with customers.

Looking Ahead

Thank you to all our employees, partners, and volunteers for helping make this quarter so impactful. Your engagement drives our shared success, strengthens our communities, and helps our brands grow.

We're excited for the months ahead and all that's on the horizon. In our next updates, we'll share even more brand highlights, community and CSR updates, company initiatives, and reflections on industry trends. Our goal is to keep you informed, inspired, and connected with the work and partners driving the specialty food industry forward.